



# Retail Goods and Services Expenditures

Prepared by ARMS

Counties: Marshall, AL

Top Tapestry Segments:		Demographic Summary		
			2008	2013
Southern Satellites	40.7%	Population	88,741	93,096
Salt of the Earth	13.0%	Households	34,888	36,637
Rooted Rural	9.4%	Families	24,940	25,933
Midlife Junction	6.0%	Median Age	38.9	40.7
Midland Crowd	5.4%	Median Household Income	\$38,258	\$42,105

	Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>	53	\$1,432.96	\$49,993,095
Men's	53	\$263.05	\$9,177,359
Women's	51	\$477.09	\$16,644,612
Children's	63	\$261.04	\$9,107,228
Footwear	45	\$216.03	\$7,536,804
Watches & Jewelry	61	\$137.10	\$4,783,316
Apparel Products and Services <sup>1</sup>	62	\$78.65	\$2,743,776
<b>Computer</b>			
Computers and Hardware for Home Use	61	\$128.02	\$4,466,444
Software and Accessories for Home Use	57	\$16.50	\$575,647
<b>Entertainment &amp; Recreation</b>	70	\$2,592.72	\$90,454,984
<b>Fees and Admissions</b>	55	\$341.01	\$11,897,181
Membership Fees for Clubs <sup>2</sup>	58	\$95.76	\$3,340,938
Fees for Participant Sports, excl. Trips	54	\$61.55	\$2,147,297
Admission to Movie/Theatre/Opera/Ballet	53	\$79.49	\$2,773,280
Admission to Sporting Events, excl. Trips	57	\$34.57	\$1,206,031
Fees for Recreational Lessons	54	\$69.25	\$2,415,873
Dating Services	66	\$0.39	\$13,762
<b>TV/Video/Sound Equipment</b>	66	\$944.33	\$32,945,873
Community Antenna or Cable TV	71	\$523.82	\$18,275,014
Televisions	58	\$171.84	\$5,995,140
VCRs, Video Cameras, and DVD Players	68	\$22.66	\$790,695
Video Cassettes and DVDs	66	\$43.04	\$1,501,422
Video Game Hardware and Software	65	\$23.31	\$813,268
Satellite Dishes	89	\$0.99	\$34,397
Rental of Video Cassettes and DVDs	65	\$32.95	\$1,149,643
Streaming/Downloaded Video	48	\$0.39	\$13,729
Sound Equipment <sup>3</sup>	57	\$121.67	\$4,244,760
Rental and Repair of TV/Radio/Sound Equipment	63	\$3.66	\$127,805
Pets	81	\$360.47	\$12,576,150
Toys and Games	69	\$103.16	\$3,599,049
Recreational Vehicles and Fees <sup>4</sup>	97	\$425.14	\$14,832,294
Sports/Recreation/Exercise Equipment <sup>5</sup>	67	\$143.89	\$5,019,931
Photo Equipment and Supplies <sup>6</sup>	68	\$86.83	\$3,029,433
Reading <sup>7</sup>	65	\$187.89	\$6,555,073
<b>Food</b>	68	\$5,634.52	\$196,577,071
<b>Food at Home</b>	69	\$3,372.11	\$117,646,012
Bakery and Cereal Products	70	\$470.24	\$16,405,685
Meat, Poultry, Fish, and Eggs	70	\$854.36	\$29,806,919
Dairy Products	70	\$387.78	\$13,528,950
Fruit and Vegetables	65	\$535.73	\$18,690,690
Snacks and Other Food at Home <sup>8</sup>	70	\$1,123.99	\$39,213,768
<b>Food Away from Home</b>	66	\$2,262.41	\$78,931,059
Alcoholic Beverages	58	\$346.22	\$12,078,838
Nonalcoholic Beverages at Home	72	\$319.54	\$11,147,966



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<b>Financial</b>			
Investments	48	\$486.40	\$16,969,468
Vehicle Loans	77	\$4,455.42	\$155,440,749
<b>Health</b>			
Nonprescription Drugs	80	\$90.99	\$3,174,425
Prescription Drugs	82	\$464.09	\$16,191,036
Eyeglasses and Contact Lenses	74	\$57.20	\$1,995,644
<b>Home</b>			
Mortgage Payment and Basics <sup>9</sup>	61	\$5,580.87	\$194,705,287
Maintenance and Remodeling Services	60	\$1,236.04	\$43,122,972
Maintenance and Remodeling Materials <sup>10</sup>	85	\$352.40	\$12,294,704
Utilities, Fuel, and Public Services	73	\$3,329.11	\$116,145,854
<b>Household Furnishings and Equipment</b>			
Household Textiles <sup>11</sup>	63	\$88.72	\$3,095,140
Furniture	58	\$381.58	\$13,312,495
Floor Coverings	62	\$60.32	\$2,104,558
Major Appliances <sup>12</sup>	73	\$219.40	\$7,654,466
Housewares <sup>13</sup>	59	\$56.24	\$1,962,234
Small Appliances	70	\$24.77	\$864,264
Luggage	53	\$5.27	\$184,020
Telephones and Accessories	53	\$23.06	\$804,663
<b>Household Operations</b>			
Child Care	56	\$231.83	\$8,088,161
Lawn and Garden <sup>14</sup>	74	\$312.19	\$10,891,648
Moving/Storage/Freight Express	61	\$31.96	\$1,115,012
Housekeeping Supplies <sup>15</sup>	72	\$549.84	\$19,182,984
<b>Insurance</b>			
Owners and Renters Insurance	77	\$376.76	\$13,144,258
Vehicle Insurance	70	\$981.22	\$34,232,863
Life/Other Insurance	74	\$427.91	\$14,928,753
Health Insurance	76	\$1,533.37	\$53,496,344
Personal Care Products <sup>16</sup>	67	\$290.87	\$10,147,923
School Books and Supplies <sup>17</sup>	61	\$71.57	\$2,496,989
Smoking Products	82	\$372.07	\$12,980,753
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) <sup>18</sup>	73	\$3,767.67	\$131,446,416
Gasoline and Motor Oil	77	\$1,942.87	\$67,782,918
Vehicle Maintenance and Repairs	69	\$681.22	\$23,766,543
<b>Travel</b>			
Airline Fares	53	\$223.22	\$7,787,796
Lodging on Trips	63	\$266.97	\$9,314,057
Auto/Truck/Van Rental on Trips	51	\$19.90	\$694,354
Food and Drink on Trips	63	\$296.59	\$10,347,316

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**Source:** Expenditure data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2008 and 2013.



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<sup>1</sup>**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

<sup>2</sup>**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

<sup>3</sup>**Sound Equipment** includes sound components and systems, Digital Audio Players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

<sup>4</sup>**Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.

<sup>5</sup>**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

<sup>6</sup>**Sports/Recreation/Exercise Equipmen** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

<sup>7</sup>**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

<sup>8</sup>**Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.

<sup>9</sup>**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

<sup>10</sup>**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

<sup>11</sup>**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.

<sup>12</sup>**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

<sup>13</sup>**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

<sup>14</sup>**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

<sup>15</sup>**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

<sup>16</sup>**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.

<sup>17</sup>**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

<sup>18</sup>**School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.

<sup>19</sup>**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.